

FIG. 3

|                   |                               |  |               |                            |              |                         |  |
|-------------------|-------------------------------|--|---------------|----------------------------|--------------|-------------------------|--|
| 300               | Definition                    | The product price should be competitive with comparable, leading products in the market segment and should provide an attractive entry price to this market segment. |               |                            |              |                         |  |
| 310<br>311<br>312 | Information Required          | Name<br>320  | Vendor<br>330 | Version/<br>Release<br>340 | Price<br>350 | Pricing<br>Model<br>360 |  |
|                   | Assessed Product              |  |               |                            |              |                         |  |
|                   | Competitive Product 1         |  |               |                            |              |                         |  |
|                   | Competitive Product 2         |  |               |                            |              |                         |  |
| 370               | Measurement Guidelines        | Compare the product's price to the competitive products. Use the following rating scale:   |               |                            |              |                         |  |
| 380               | Deviations/<br>Considerations | 5 Price significantly beats competitive product  |               |                            |              |                         |  |
|                   |                               | 4 Price beats competitive product  |               |                            |              |                         |  |
|                   |                               | 3 Price meets competition  |               |                            |              |                         |  |
|                   |                               | 2 Competitive product's price beats assessed product   |               |                            |              |                         |  |
|                   |                               | 1 Competitive product's price significantly beats assessed product   |               |                            |              |                         |  |
|                   |                               | A reasonable price premium may be acceptable if product is unique or if product is clearly superior to competitive products in selected criteria measurements.       |               |                            |              |                         |  |